

CLAIMS

1. In a wireless communications network, said network comprising a plurality of
5 wireless transceivers, each of said wireless transceivers being uniquely
identified by at least one unique identifier, a method for anonymizing data from
said wireless transceivers comprising the steps of:
obtaining data related to said wireless transceiver;
substituting said unique identifier with an anonymous identifier; and
10 creating a record of said data associated with said anonymous identifier.
2. A method according to claim 1 where said method further includes the step of
associating said anonymous identifier with an anonymous profile associated
with each wireless transceiver.
- 15 3. A method according to claim 2, wherein said anonymous profile includes
information obtained from an external source.
4. A method according to claim 1 where said step of obtaining is performed
20 passively.
5. A method according to claim 1 wherein said data is generated by communication
between said wireless communications network and said wireless transceivers.
- 25 6. A method according to claim 1 where said method further comprises the step of
analyzing received data to retrieve information related to said wireless
transceiver including location positioning, time, and network events.

7. A method according to claim 6 wherein said location positioning is defined by said wireless transceiver positioning in wireless network using cell ID, or latitude/longitude of said wireless transceiver.

5 8. A method according to claim 6 wherein said location positioning is delivered through the wireless communications network.

9. A method according to claim 6, wherein said time comprises the time of said location positioning and network event.

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10. A method according to claim 6, wherein said network event comprises network data triggered by the communications between said wireless transceivers and said wireless network.

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11. A method according to claim 1, where said method further comprises analyzing received data to retrieve at least one unique identifier from a group of wireless transceiver identifiers including MIN, MDN, MSISDN, Mobile IP and ESN.

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12. A method according to claim 1, wherein said step of substituting said at least one unique identifier with an anonymous identifier includes converting said at least one unique identifier into an anonymous identifier that has a low correlation with one or more of said set of wireless transceiver identifiers or a combination thereof.

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13. A method according to claim 1, wherein said step of creating comprises placing said data associated with said anonymous identifier into a database.

14. A method for delivering targeted data to a wireless transceiver forming part of a wireless communications network comprising the steps of:

obtaining information regarding the location positioning of said wireless transceiver;

creating an anonymous profile comprising information related to said wireless transceiver;

5 matching a group comprising at least one anonymous profile with said targeted data; and

delivering said targeted data to said wireless transceiver corresponding to said group.

10 15.A method according to claim 14, wherein the step of delivering comprises converting anonymous identifiers of said group into corresponding unique identifiers corresponding to said wireless transceivers in said wireless network.

15 16.A method according to claim 14, wherein said step of creating includes generating an anonymous identifier.

20 17.A method according to claim 14, wherein said step of creating includes associating said anonymous identifier with location positioning of corresponding said wireless transceiver and time of said location positioning.

25 18.A method according to claim 17, wherein said location positioning comprises data iteratively collected from said wireless transceivers.

30 19.A method according to claim 14, wherein said step of creating includes associating said anonymous identifier with historical location positioning of said corresponding wireless transceiver and time of each said historical location positioning.

35 20.A method according to claim 14, wherein said step of creating includes

associating said anonymous identifier with user habit data and user preference data.

21.A method according to claim 20, wherein said user habit data is obtained by
5 comparing external data with one or more of said location positioning and time.

22.A method according to claim 20, wherein said user preference data is obtained
through questionnaires, surveys, or inferences or a combination thereof.

10 23.A method according to claim 14, wherein said step of matching includes the steps
of obtaining triggers associated with said data.

24.A method according to claim 23, wherein said triggers further include time.

15 25. A method according to claim 23 wherein said triggers further include location
positioning.

26.A method according to claim 23 wherein said triggers further include profile data.

20 27. A method according to claim 14, wherein the step of delivery comprises making
said data available to processing equipment of said wireless network.

28.A method according to claim 14, wherein the step of delivery comprises
transmitting said data to said wireless transceiver.

25 29.A method according to claim 14, wherein the step of delivery comprises alerting
said user of said wireless transceiver.

30.A system for delivering targeted data to wireless transceivers forming a wireless

network, each said wireless transceiver comprising a unique identifier, said system comprising:

at least one Mediation Server for interfacing with said wireless network, said Mediation Server being adapted to create an anonymous identifier corresponding to each said unique identifier of each said wireless transceiver; and

at least one Profiling Server for interfacing with said Mediation Server and storing information corresponding to each of said anonymous identifier, said Profiling Server containing none of said unique identifiers corresponding to said wireless transceivers.

31.A system according to claim 30, wherein said Mediation Server comprises an encryption processor for providing two-way translation between unique identifiers and anonymous identifiers.

32.A system according to claim 30, wherein said Mediation Server comprises a communications processor for transmitting said targeted data to said wireless communications network for subsequent presentation of said targeted data to wireless transceivers; the communications processor receiving primary data from wireless network devices in the form of packets comprising information about location positioning of wireless transceivers; the communications processor providing estimates of a wireless transceiver positioning.

33.A system according to claim 30, wherein said Profiling Server comprises a historical database for recording location positioning of wireless transceivers including said location positioning, said time, and said network events.

34.A system according to claim 30, wherein said Profiling Server comprises a current database containing most recent location positioning of said wireless

transceivers including said location positioning, said time, and said network events.

35.A system according to claim 30, wherein said Profiling Server comprises a profile
5 database containing anonymous profiles.

36.A system according to claim 30, wherein said Profiling Server comprises a
profiling processor to pass anonymous identifiers and said targeted data
associated to said anonymous identifiers to said Mediation Server.

37.A system according to claim 36, wherein said profiling processor comprises a
temporal filter to filter said anonymous identifiers based on a set of time
constraints.

38.A system according to claim 36, wherein said profiling processor comprises a
location filter for filtering said anonymous identifiers based on location
constraints.

39.A system according to claim 36, wherein said profiling processor comprises a
profile filter for filtering anonymous identifiers based on a set of constraints
defined by said anonymous profile.